
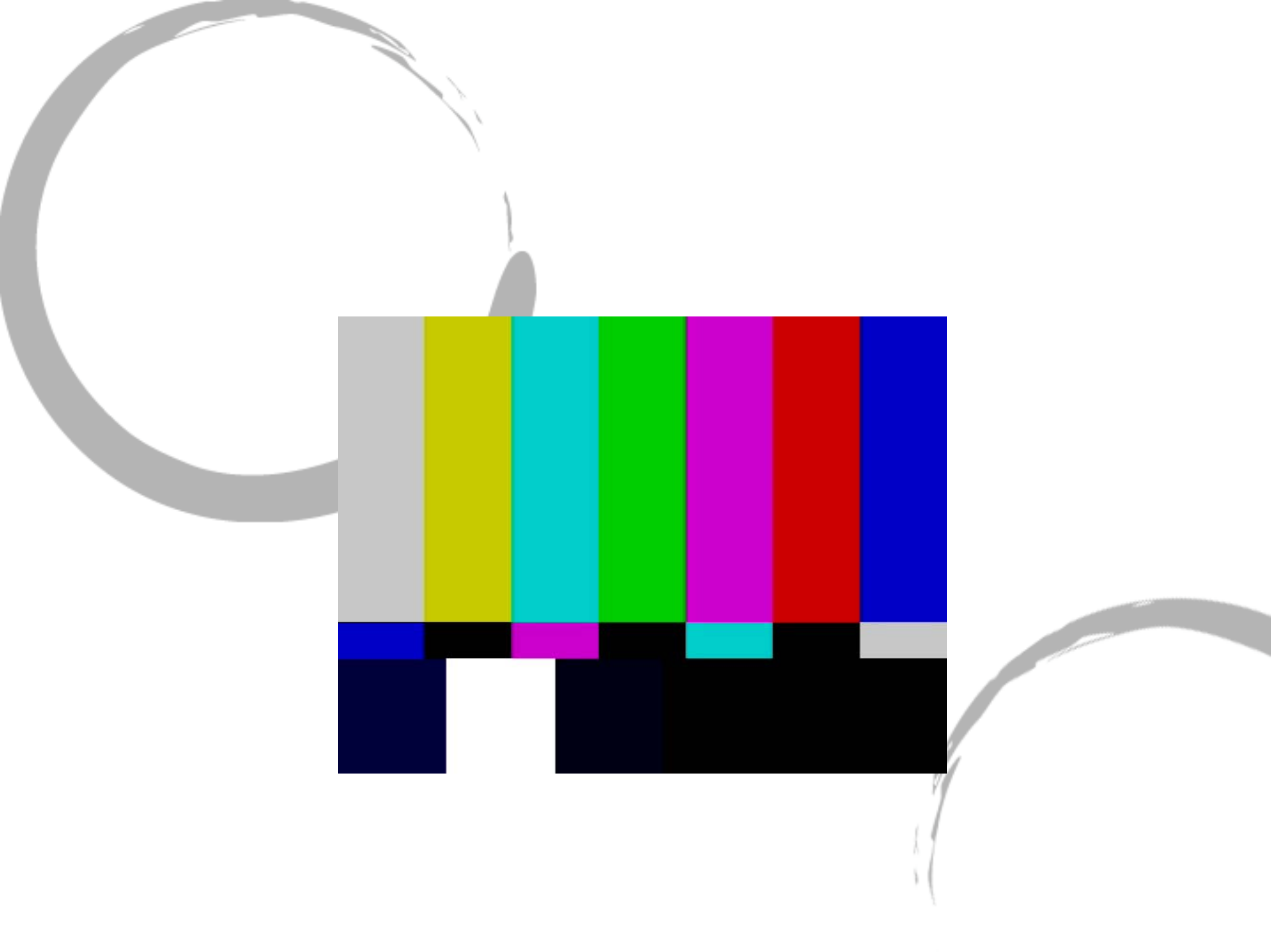





Fresh P.R.

Campaign for the North
Carolina Governor's
Highway Safety
Program's Motorcycle
Safety Work Group









Our Goal

To reduce the number of
motorcycle related
crashes and fatalities
in North Carolina.





Our Findings

The messages that are available to the public about motorcycle safety are largely false.

Our Solution

- Provide accurate, detailed information to the public
- Brand the Motorcycle Safety Workgroup as **the** authority on motorcycle safety

Our Aim



- Focus on drinking and riding:
 - We hope to decrease the number of motorcyclists over 40 who are pulled over with a BAC of 0.05 or above by five percent each year for three years.
- Target speed and reckless riding:
 - We hope to decrease the number of speed and reckless driving tickets and crashes by five percent each year for three years.
- Crack down on safety gear:
 - We hope to increase the number of riders who wear full and appropriate safety gear by five percent each year for three years.
- Promote safety courses:
 - We want to increase registration in community safety courses by five percent each year for three years.

Our Plan

- www.grabyourhelmet.com
- Posters
- Shirts
- Key Chains
- Bumper Stickers
- PSAs (Radio and Television)
- Grassroots Community Movement and Motorcycle Events



www.grabyourhelme
t.com



Posters

Shirts



Bumper Stickers and Key Chains





PSAs :

Television



PSAs :

Radio



A large, light grey, hand-drawn style brushstroke that forms a large 'C' shape on the left side of the image and a smaller arc at the bottom right. The text is centered within the 'C' shape.

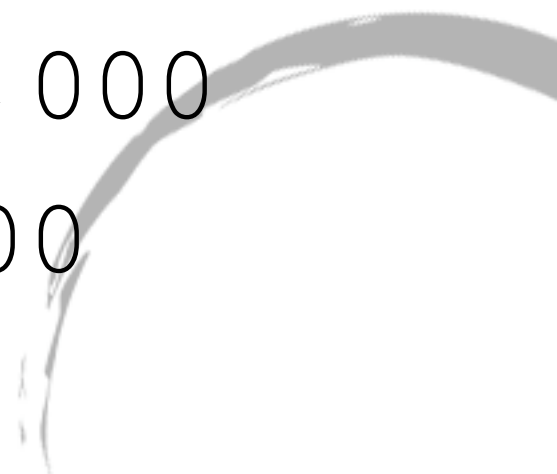
Grassroots Community Movement and Bike Events



Timeline



Budget

- Low cost: \$115,000
 - Medium cost: \$250,000
 - High cost: \$385,000
- 

Evaluation

- Measurable percentages
- Web counter
- Distribution of materials
- Course sign-up
- Media coverage:
 - Press clippings
 - TV and radio PSA airings



Questions and Comments

